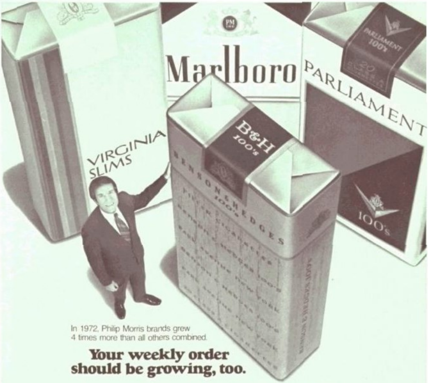
VIRGINIA SLIMS
PM
Marlboro
PARLIAMENT
PARLIAMENT 100's
20
100's
B&H 100's
BENSON & HEDGES 100's
BENSON & HEDGES 100's

In 1972, Philip Morris brands grew
4 times more than all others combined.

Your weekly order should be growing, too.

Led by Marlboro, which has the greatest growth of any cigarette in the U.S. (up 17.7% last year), Philip Morris had an overall gain of 13.8% in 1972.

In 1972 Marlboro sold 525 million *more* packs than the year before. Benson & Hedges sold 116 million *more*; Parliament, 20 million *more*; Virginia Slims, 34 million *more*.

Has your weekly order increased as much? If it isn't growing, you could be caught short of the fastest-growing family of brands in the industry.

Your customers wouldn't like that. Neither would you.

Philip Morris USA

SOURCE: The Maxwell Year-End Report, Feb. 1, 1973. Courtesy of Maxwell Div. of Wheat, First Securities, Inc.

Source: https://www.industrydocuments.ucsf.edu/docs/zskn0003